

AMENDMENTS TO THE SPECIFICATION

Please insert the following paragraph beginning at page 5, line 29, after the title “Brief Description of the Drawings”:

The patent or application file contains at least one drawing executed in color. Copies of this patent or patent application publication with color drawing(s) will be provided by the Office upon request and payment of the necessary fee.

Please replace the paragraph beginning at page 4, line 3, with the following rewritten paragraph:

According to an aspect of the present invention to achieve the second objective, in addition to the light guiding panel described above, there is provided a backlight apparatus using the light guiding panel having recesses formed thereon of any one of claims 1 through 7, comprising: a tube optical source which is arranged parallel to and along at least any one side or both sides of the light guiding panel, and if electric power is supplied, generates light so that the light is incident into the light guiding panel through the side of the light guiding panel; a reflection portion which surrounds the optical source such that the light of the optical source is reflected into the light guiding panel; a bottom surface reflection plate which is attached to the bottom surface of the light guiding panel so as to reflect light which passes through the bottom surface, back into the light guiding panel; and a side reflection plate which is attached to sides of the light guiding panel, at which the optical source is not installed, and reflects light incident on the side reflection plate into the light guiding panel, wherein without placing a diffusion sheet on the front surface of the light guiding panel, the backlight apparatus is used as a backlight for a transparent or translucent printed film or a liquid crystal display (LCD) unit.

Please replace the paragraph beginning at page 5, line 22, with the following rewritten paragraph:

Preferably, the backlight apparatus further comprises an assembly frame which accommodates the light guiding panel, the tube optical source coupled with the light guiding

panel, the reflection portion, the bottom surface reflection plate, and the side reflection plate, so as to form a single body apparatus.

Please replace the paragraph beginning at page 12, line 20, with the following rewritten paragraph:

FIG. 6 is a schematic diagram of an embodiment of a backlight unit for an advertising film employing a light guiding panel according to the present invention. In the backlight unit, a cold cathode fluorescent lamp 10 which emits light when power is supplied is arranged parallel to at least one side of the light guiding panel 30 or 35, and a reflection portion 12 which surrounds the fluorescent lamp 10 and reflects the light of the fluorescent lamp 10 into the light guiding panel 30 or 35 is arranged at the back of the fluorescent lamp 10. On the bottom surface 32 of the light guiding panel 30 or 35, minute recesses are formed as the pattern described above. On the bottom surface 32 and the side at which the fluorescent lamp 10 is not installed, a bottom reflection plate 20 and a side reflection plate 22, respectively, are attached so as to reflect the light emitting from the light guiding panel back to the inside of the light guiding panel. An advertising film 26 is attached directly on the front surface 24 of the light guiding panel 30 or 35. All these elements are assembled by a frame 24 into one body.